

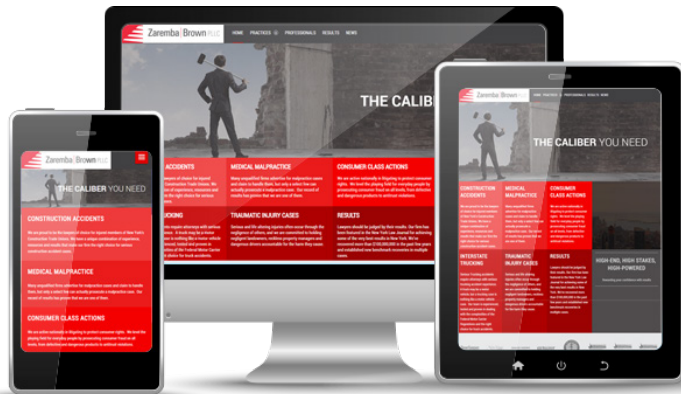
New York-based personal injury firm Zaremba Brown, PLLC approached Hudson Fusion to redevelop their web presence after reorganization and rebranding. Eager to stand out in a sea of similar law firms, Zaremba Brown wanted a visual brand that didn't blend in with the rest of the industry while still maintaining an air of professional competency. Hudson Fusion was able to develop a unique, powerful, visual brand that integrated with an easy-to-navigate client-centric website that gave potential clients exactly the information they would need.

Results

A unique professional website with a bold visual identity, simple navigation, and a focus on answering client needs

How Hudson Fusion Made It Happen

- Collaborated closely with Zaremba Brown to understand how their website fit into their business plan
- Engaged in extensive brand and trademark research of the industry
- Focused site design on accessibility and ease of use, especially on mobile platforms
- Avoided traditional legal imagery of earth tones, bookcases, gavels, and courtrooms to produce an engaging, captivating design that demands and keeps attention
- Developed site information architecture
- Developed the site using an accessible content management system, enabling Zaremba Brown to maintain the site in the long term



Branding & Positioning



Website Development



Copywriting



Search Engine Optimization